



Publicity Projects

Project 1: Poster

Select and read a play or use a play with which you are already familiar. Using the information from the plot, the author's notes, and your own interpretation, design a poster publicizing a pretend performance. The poster rendering must be 11" X 17", black and white or grayscale (for printing purposes), and it must contain all legal information required by the publisher. Include all pertinent dates, times, prices, etc. Remember that the design, font, and colors should reflect the mood and content of the play. Write a brief description of your poster explaining all of your choices* and attach it to the back of the poster along with your name.

Project 2: Program

Select and read a play or use a play with which you are already familiar. Using the information from the script, the author's notes, and your own interpretation, design a program. The program may be any size, black and white or grayscale (for printing purposes), and it must contain all legal information required by the publisher plus a cast list. Include all pertinent dates, times, etc. Remember that the design, font, and colors should reflect the mood and content of the play. Write a brief description of your program explaining all of your choices* and your heading and submit it with your completed program.

Project 3: Ticket and Flyer

Select and read a play or use a play with which you are already familiar. Using the information from the script, the author's notes, and your own interpretation, design a ticket and a flyer advertising the performance. Both may be any size, black and white or grayscale (for printing purposes) and must contain all legal information required by the publisher. Include all pertinent dates, times, etc. Remember that the design, font, and colors should reflect the mood and content of the play. Write a brief description of your ticket and flyer explaining all of your choices* and your heading and submit it with your completed project.

Project 4: News Releases

Using the form earlier in this section, write three news releases for three real events at school. You will need to get the information from the most reliable sources. Events do not have to be theatre-related. Type your final copies on separate sheets of paper, each with a heading. You may also want to include a copy of the program, playbill (for theatre events) and photos.

Project 5: Competitive Pricing

Find local printing costs for the following jobs. Explain that the artwork is camera ready on each item. Format your findings in a creative but neat way that includes a heading. You must get at least three different price quotes for each item, preferably from the same companies. For best results, request prices via letter and a follow-up visit or call. Specify variations in paper weights.

- **Poster:** 11" X 17", heavy white paper with one ink color; 100 pieces
- **Program:** 8 1/2" x 11", one sheet white bond, one ink color two-sided, folded; 500 pieces
- **Tickets:** Eight up on 11" white cover stock, one-sided, one ink color, trimmed out, crop marks provided; 800 pieces (100 sheets)
- **Flyers:** One sheet white bond, two-sided, one ink color, tri-fold, 100 pieces
- **T-Shirts:** Twenty pieces, brand name 50/50 no pocket T's, one-sided, one ink color; all adult large

* Even though your rendering is in black and white, **decide** on an ink color and a paper color.